

ABSTRACT OF THE DISCLOSURE

A method for providing rewards to a user who reviews an advertiser's web site in response to clicking a banner advertisement, includes the steps of providing banner
5 advertisements for a first group of a plurality of
advertisers on a plurality of websites of a second group;
linking the banner advertisements to respective websites of
the first group of advertisers; bringing the user to a
central website responsible for providing the rewards when
10 the user clicks on a banner advertisement; determining at
the central website if the user is a registered user;
permitting the user to register at the central website if
the user is not a registered user; providing rewards to
each registered user for each new banner advertisement
15 clicked on by the user; and then bringing the user to the
respective website of the first group of advertisers.

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